

## Public Affairs research/social media intern



Project Title	Public Affairs research/social media intern
Project Summary	If you are passionate about sharing your perspective as an American with the residents of Pakistan, this internship is for you. See project description and additional info for complete detail.
Country	United States

## Project Description

We want to give a broader American perspective to our online content. We want to show how students in America goes about their daily routine and how American society welcomes people from other countries. You as a virtual intern will support our public diplomacy through research and finding stories that Pakistani online users would relate to, such as stories related to Muslim students on your college campus, Pakistani-American success stories, and U.S. education in general. The U.S. Mission to Pakistan has an extremely large following – with over 11 million followers on Facebook alone.

We are looking for someone with a keen interest in journalism, online activism, blogging, photography, videography, and social media outreach. You will be asked to find stories related to the mentioned themes, capture good-quality photographs, conduct interviews, cover campus events, campus tours, research opportunities for international students, and stories about Muslim and Pakistani students.

Also, a part of your internship will be interacting with Pakistani students. We would arrange English-language Skype virtual chats with Pakistani schools and colleges on soft topics where you will interact with students, present on a certain topic, and answer questions. Or you could be asked to do a Facebook Live video for the Embassy or Consulate page. Such events would provide an opportunity to hone your public speaking skills in front of a young and engaging audience. (See additional info for full project detail)

## Required Skills or Interests

### Skill(s)

Cultural diplomacy

Infographic design

Research

Social media management

Storytelling/bloggng/vlogging

## Additional Information

U.S. Embassy Islamabad and Consulate General Peshawar are looking for two Virtual Interns focused on research for public diplomacy in Pakistan. Islamabad is the capital of Pakistan and home to approximately 1 million people. Islamabad houses many government ministries and sits at the base of the Margalla Hills. Peshawar is a town of 1.9 million residents and is located in the northern part of Pakistan bordering Afghanistan. This part of the country has suffered the most from terrorism and militancy. A massacre of over 140 students and teachers at the Army Public School in Peshawar crystallized the threat of terrorism in the region and galvanized the government, military, and local partners into action to prevent such violence. Since then, violent incidents in northwest Pakistan have decreased to a large extent, but Peshawar and the surrounding areas are still subject to occasional suicide bombings and targeted killings.

The culture of the northwest region is conservative. Islam is the religion of 90% of the population; religious minorities include Hindus, Sikh, and Christian communities. Due to the devastating effects of violence in the region following 9/11 and the U.S. invasion of Afghanistan, there is a negative narrative against the United States in this region. Our main public diplomacy goal is to counter that narrative and increase understanding and acceptance of American values among the people of northwest Pakistan. This goal includes illustrating how the U.S. has evolved into one of the most accepting societies around the world, as far as religions, ethnicities, and culture is concerned. We want to show the students and youth the opportunities and prosperity that are available through learning more about and partnering with the U.S.

To achieve this goal, we want to give an American perspective to our online content. We want to show how students in America goes about their daily routine and how American society welcomes people from other countries. You as a virtual intern will support our public diplomacy through research and finding stories that Pakistani online users would relate to, such as stories related to Muslim students on your college campus, Pakistani-Americans that you have come across, Pakistani-American success stories, and U.S. education in general.

We are looking for someone with a keen interest in journalism, online activism, blogging, photography, videography, and social media outreach. You will be asked to find stories related to the mentioned themes, capture good-quality photographs, conduct interviews, cover campus events, campus tours, research opportunities for international students, and stories about Muslim and Pakistani students.

Also, a major part of your internship will be interacting with Pakistani students. We would arrange English-language Skype virtual chats with Pakistani schools and colleges on soft topics where you will interact with students, present on a certain topic, and answer questions. Such events would provide an opportunity to hone your public speaking skills in front of a young and engaging audience.

You should be able to adjust to conduct virtual webchats/speaking events for the different time zone of Pakistani Standard Time. Often, your participation in these events will mean being awake at odd hours for you during either late night or early morning hours Eastern Standard Time. You will be expected to communicate with the Embassy or Consulate responsively through email, cell phone, WhatsApp, and Skype.

If you are passionate about sharing your perspective as an American with the residents of Pakistan, this internship is for you.

# Language Requirements

*None*